

A Thematic Analysis of Children's Food Commercials on Nigerian TV Stations

Olusola Oyero¹ and Abiodun Salawu²

*¹Department of Communication, North West University, Mafikeng Campus, South Africa and
Department of Mass Communication, Covenant University, Ota, Nigeria*

²Department of Communication, North West University, Mafikeng Campus, South Africa

Telephone: ¹<+234 803 9259 556>,

E-mail: ¹<olusola.oyero@covenantuniversity.edu.ng>, ²<Abiodun.salawu@nwu.ac.za>

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ABSTRACT The prevalence of diseases affecting children necessitates investigation into whether attitudes and behaviours portrayed in food advertising are influencing children's diets. Television food commercials aimed at children were examined to identify elements that may influence children's food socialisation. Qualitative content analysis method was used to provide a thematic analysis of messages contained in some selected food advertisements screened on Nigerian television stations in Lagos, Nigeria. The findings informed that the commercials adopted celebrity, music, adventure, rational and band wagon appeals to persuade the target audience. Besides, the themes of the advertisements focused on accomplishment and improved performance, exaggerated health claims, increased popularity, happiness and fun, as well as subtle derogation of core food. These elements are capable of altering children's experience of food and consequently their culture of food consumption.